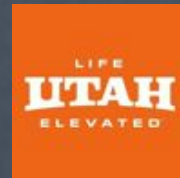
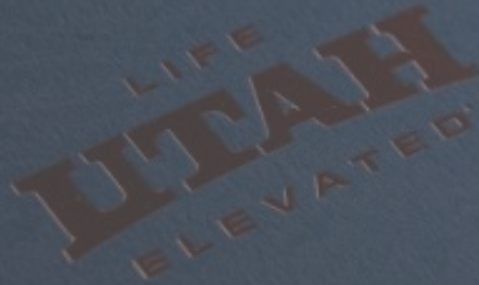


UTAH OFFICE OF TOURISM

Utah U: Edible and Educational Events in Los Angeles and New York City





MEDIA EVENT

UTAH U: AN EDUCATION IN UTAH'S CULINARY SCENE

JPR, Utah Office of Tourism and Visit Salt Lake created the ultimate media event with the first ever “Utah U: An Education in Utah’s Culinary Scene.” The concept was to takeover the top US media markets in partnership with a well-known culinary event space or school, and invite media and culinary influencers to learn from and taste dishes from Salt Lake City’s top chefs, beverage purveyors and culinary tastemakers.

Classes included live demonstrations and conversations about the culinary scene from recognized market ambassadors. “Graduates” were gifted a branded backpack filled with Utah culinary goodies.



THE LOCATIONS

**CRAFTED KITCHEN
ON JUNE 13, 2019
(LOS ANGELES, CA)**

**INTERNATIONAL
CULINARY CENTER
ON JUNE 20, 2019
(NEW YORK CITY, NY)**

THE REPRESENTATIVES

Pallet
Handle + HSL
Table X
Caputo's
Water Witch
Campos
Visit Salt Lake
Utah Office of Tourism





EVENT FORMAT

UTAH U SCHOOL SCHEDULE

8:00 am - 11:30 am
Chef Arrivals / Prep + Set Up

12:30 pm - 2 pm
Media Arrivals: Period 1 (P1)

3:00 pm - 4:30 pm
Media Arrivals: Period 2 (P2)

5:30 pm - 7 pm
Media Arrivals: Period 3 (P3)

7 pm - 7:30 pm
Media Arrivals: Recess

RECESS: Each event ended with recess, a chance for attendees to stay a little longer and mix and mingle with each Utahn, or those with busy schedules the opportunity to stop by for a quick hello.

WHY THIS WORKED

- ✓ THE HOOK: MEDIA WERE EXCITED FOR AN INTERACTIVE AND EDUCATIONAL EXPERIENCE, SOMETHING THAT'S NEVER BEEN DONE BEFORE WITH TAKEAWAYS FOR FUTURE STORIES
- ✓ THE CONTENT: A LESSON ON THE PROGRESSION OF THE CULINARY AND SPIRITS SCENE IN SLC AND UTAH BY WAY OF ONE-ON-ONE COOKING DEMOS AND TASTINGS
- ✓ THE ATTENDEES: NEARLY 50 TOP, NATIONAL MEDIA JOINED US FROM COAST TO COAST
- ✓ THE PARTICIPANTS: FOOD & BEVERAGE AMBASSADORS WERE HAND-SELECTED BY NOTABLE, LOCAL FOOD CRITIC, MARY MALOUF
- ✓ THE FLEXIBILITY: WITH MULTIPLE CLASSES, GUESTS COULD COME AT A TIME (PERIOD) THAT BEST SUITED THEIR SCHEDULE
- ✓ THE EXPERIENCE: THE EDUCATIONAL THEME WAS CONNECTED BY CHOOSING A CULINARY SCHOOL AS OUR LEARNING ENVIRONMENT, AS WELL AS GIFTING EACH ATTENDEE A BACKPACK WITH SCHOOL TOOLS & LITERATURE ON THE MARKET AND PARTNERS
- ✓ THE STRATEGY: THIS IS A MODEL THAT CAN BE REPLICATED IN VARIOUS MARKETS

TOP HIGHLIGHT

MEDIA GUESTS



Rosemary McClure
Travel Editor
Los Angeles Times



Juliet Izon
Editor & Freelance
CNN Travel, Oprah,
Yahoo, FoodNews, etc.



Charles Passy
Food Editor
Wall Street Journal



Sarah Bruning
Senior Editor
Travel + Leisure



Kathy McDonald
Freelance
Variety, LA Weekly,
MSN, etc.



Devorah Lev-Tov
Freelancer
Robb Report, AFAR,
Food & Wine



Andy Wang
West Coast Editor
Food & Wine



Jeryl Brunner
Freelance
Forbes, Everyday with
Rachael Ray, Parade, etc.



Kelsy Chauvin
Freelance
Fodor's, Budget Travel,
Conde Nast Traveler



Ian Livingston
Editor
Johnny Jet

MEDIA FEEDBACK

"Thanks again for having me out, to JPR and all at Visit Utah and Visit Salt Lake. It was one of the more enlightening press events I've been a part of. I'm looking forward to what's ahead in Salt Lake City." Ian Livingston, Johnny Jet editor

"Excellent event! I have some pieces in the works." Elise Edwards, freelance writer

"It was a delicious event!" Jane Sung, Conde Nast Traveler contributor

"Great event, thank you so much! I am going to do a big online write-up." Nicole Haddad, freelance writer

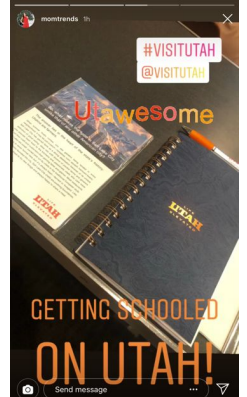
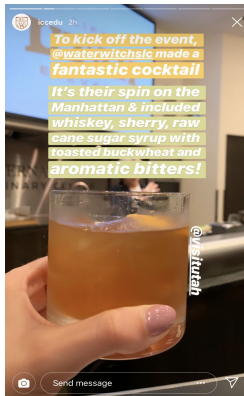
"Thank you so much for having me! I'm looking forward to diving into a few stories." Zach Johnston, UPROXX

"I had no idea; I am so excited and surprised by the food scene in Utah. Can't wait to visit and tell people about it!" Juliet Izon, freelance writer



HIGHLIGHT

SOCIAL BUZZ





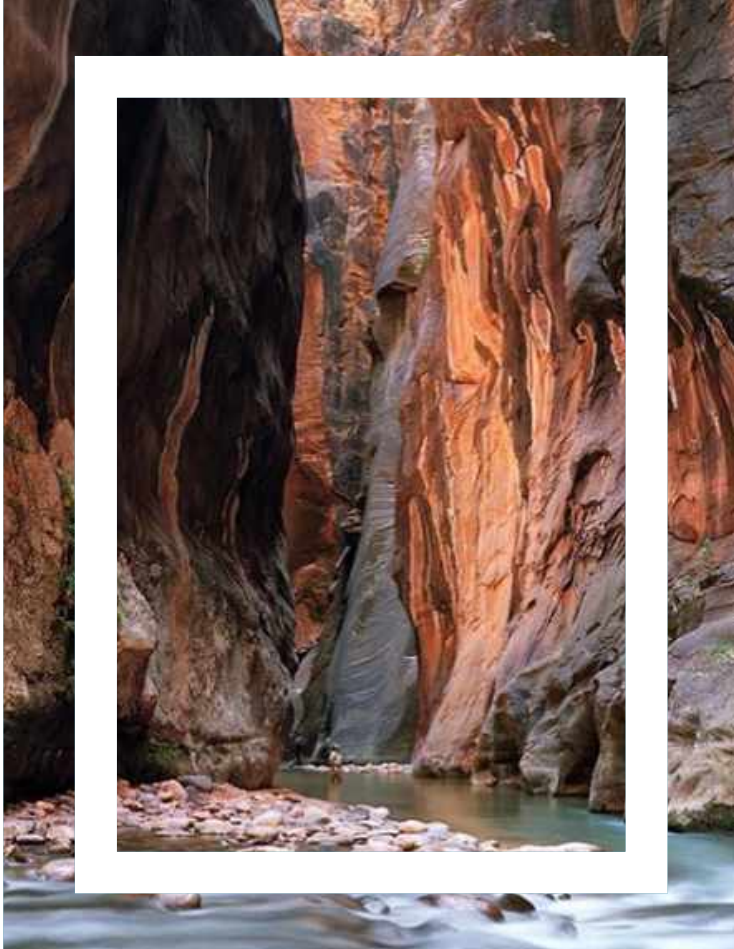
Observer *Santa Monica*

Urban Corridor Ongoing Focuses

- ✓ Ongoing conversations and follow up with Utah U media attendees
- ✓ Allocation of 2020 PR Strategy to focus on Wasatch Front's Urban Area
- ✓ Storylines and positioning of Utah's culinary scene to target media
- ✓ Individual Media Visits to urban markets
- ✓ Culinary Press Trip to Salt Lake, Provo, Ogden in 2020



2019 MEDIA MISSIONS



Dates: February 2019

Location: New York

Theme: Utah Travel + Hidden Gems + Bucket List Experiences

Dates: April 2019

Location: Denver

Theme: Utah Travel + Hidden Gems + Bucket List Experiences

Dates: May 2019

Location: Chicago

Theme: Utah Travel + Hidden Gems + Bucket List Experiences

Dates: June 2019

Location: Los Angeles

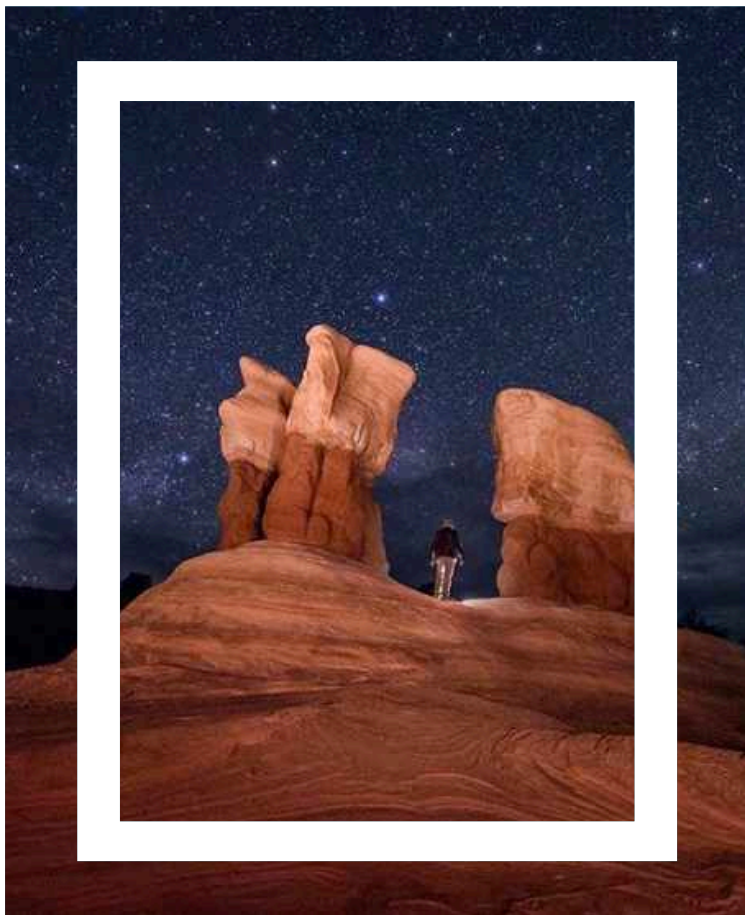
Theme: Utah U

Dates: June 2019

Location: New York City

Theme: Utah U

2018/2019 Press Trips



Dates: December 2018

Location: Bryce Canyon + Zion

Theme: National Parks in the Winter + Dark Skies

Dates: January 2019

Location: Park City

Theme: Secrets of Sundance + Ski

Dates: March 2019

Location: Kanab

Theme: State Parks

Dates: May 2019

Location: Northern Utah

Theme: Road to Yellowstone

Dates: September 6-9, 2019

Location: Deer Valley and Park City

Theme: Fall Destination, Luxury



K P I

KEY MESSAGES

Dark Sky Parks

State and National Parks

Amateur Photography

Culinary Highlights: Urban Corridor

Guided Experiences

Outdoor Recreation

Adventure Travel

Off-the-Beaten-Path, Rural, Urban Destinations



j public relations

THANK YOU

